

## Privacy policy

Museum der Kulturen Basel, 18 November 2024

### General remarks

Protecting your personal data is important to us. We only process personal data in accordance with the applicable Swiss and European data protection laws.

As a rule, visiting our website is possible without you having to provide personal data. Insofar as personally identifiable information (e.g. name, address, and email address when making enquiries concerning an educational offer or when booking a room for an event) is required, this is always done on a voluntary basis.

### Host

The host responsible for this website with regard to data protection is:

Museum der Kulturen Basel  
Münsterplatz 20  
4051 Basel

If you have any questions or comments regarding the privacy policy of the Museum der Kulturen Basel or if you feel that the data protection guidelines listed here are not being observed correctly, please contact us by email: [info@mkb.ch](mailto:info@mkb.ch)

### Your rights

Upon request and at any time, you have the right to request information as to whether and which of your personal data are being stored by the Museum der Kulturen Basel. Furthermore, you have the right to object any processing of your data, to have false data corrected, to restrict processing, and to have your personal data deleted. Next to that, you can also assert your right to data portability. If you believe that your data have been processed unlawfully, you may file a complaint with the respective supervisory authority.

Please contact [info@mkb.ch](mailto:info@mkb.ch) if you wish to file an objection, or if you wish for any personal data to be amended, blocked, deleted or require information concerning the said data, or if you have any questions regarding the collection, processing or use of your personal data, or if you wish to revoke any previously given consent.

### SSL encryption

This site uses SSL encryption for security purposes and to protect the transmission of confidential matter such as a request that you to send us as hosts of this site. You can recognize an encrypted connection by the fact that the address line of the browser switches from “http://”

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to “https://” and by the lock symbol featured in your browser line. If SSL encryption is activated, any data that you send us cannot be read by third parties. We recommend that you keep your Internet browser up to date at all times.

## **Data collection when visiting this website**

When you click on our website, your Internet browser automatically transmits data to our web server. The following data is recorded during an active connection between your internet browser and our web server:

- Date and time of the request
- Name of the requested file
- Site from which the data was requested
- Access status (transfer file, file not found, etc.)
- Web browser and operating system
- IP address of the computer making the request
- Amount of data transferred

The listed data is processed by us for following purposes:

- Smooth website connectivity
- Comfortable use of website
- Evaluation of system security and stability
- Further administration purposes

The data is saved for security purposes, for example, in order to investigate cases of misuse. On the basis of this data, we are not in a position to make any inference as to individual users. The data is only reviewed if there are concrete indications of unlawful use.

## **Third party services**

We rely on services of third parties for the purpose of being able to offer our product in a user-friendly, secure, and reliable manner. Such services are also used to embed content correctly on our website. Such services – e.g. with regard to forms and questionnaires, hosting and storage services, video services such as Vimeo – require your Internet Protocol (IP) address; without access to your IP address, the respective contents cannot be transmitted. Such services may be located outside Switzerland and the European Economic Area (EEA), provided that appropriate data protection is guaranteed.

Such third parties whose services we rely on may also process data in connection with our offer along with other sources – using cookies, log files, and pixel tags – in aggregated, anonymized or pseudonymized form for their own security-related, statistical, and technical purposes.

# **Museum der Kulturen Basel**

## **Cookies**

This website uses cookies. Cookies are small text files that are saved to your browser either on a temporary or a permanent basis when you visit this website. These cookies are used in particular to analyse the utilization of this website for statistical purposes and to continuously make improvements. In your browser settings you can deactivate cookies completely or partially at any time. However, deactivating cookies means that you may not be able to benefit from all the website's functions.

Most of the cookies we use are so-called session cookies. They are deleted automatically as soon as you leave the website. Other cookies remain saved on your computer until you actively delete them. Among other things, these cookies enable us to recognize your browser on your next visit.

## **Google Analytics**

We use Google Analytics to assess how people use our website. It shows, for example, the reach of our website and allows us to measure the performance of third-party links to our website. Google Analytics is a service of the American Google LLC. Ireland-based Google Ireland Limited bears responsibility for users in Switzerland and in the European Economic Area (EEA).

Google also tracks individual visitors to our website when they use different browsers or devices (cross-device tracking). Here, too, cookies are used. Google Analytics also requires access to your Internet Protocol (IP) address. However, in this case your IP address is not linked with other Google data.

In any given case, we have your Internet Protocol (IP) address anonymized by Google prior to analysis. This means, your full IP address is not transmitted to Google in the USA.

Further information on the type, scope, and purpose of data processing is listed in Google's Online Data Security and Privacy and in Google's Privacy Policy; in the Google Product Privacy Guide (including Google Analytics); in How Google Uses Information from Sites or Apps That Use Our Services; and in How Google Uses Cookies. Users also have the option of using the Google Analytics Opt-out Browser Add-on.

## **Google Tag Manager**

We use Google Tag Manager to integrate and manage services for Analytics and ads from Google and third parties on our website. This is a service of the American Google LLC. Ireland-based Google Ireland Limited bears responsibility for users in Switzerland and in the European Economic Area (EEA). No cookies are employed for this purpose, but cookies may be used in the context of the services integrated and managed in this way. We provide information about the processing of personal data by such services in this privacy policy.

## **Newsletter**

In order to register to our email newsletter, we need next to your consent concerning regarding our privacy policy your email address to which the newsletter can be sent. You can cancel your

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subscription to the newsletter at any time by clicking on the link at the end of each newsletter. We use Campaign Monitor as our newsletter tool. By subscribing to the newsletter, you consent to your data being transmitted to Campaign Monitor.

## **Deleting and blocking personal data on a routine basis**

We process and save personal data only for the period necessary for achieving the purpose of data storage, or if this is provided for by legal requirements which the responsible parties are subject to. If the purpose of data storage no longer applies or if the statutory storage period should expire, any personal data will be blocked or deleted in accordance with the statutory provisions on a routine basis.